(c) if so, the details thereof; and

(d) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF FOOD PROCESSING INDUSTRIES (SHRI GIRIDHAR GOMANGO): (a) ASSOCHAM had organised a National convention on prospects of processed foods industry and areas of action on 3rd July, 1992 wherein it was *inter-alia* suggested that a number of constraints affecting the production and export of processed foods need to be identified as areas of action. These include provision of infrastructural facilities like cold storage, refrigerated transport, port handling facilities etc., modernisation of processing technology, increase in the yield of fruits and vegetables, reduction in duties on packaging material, diversification of products and markets for export, etc.

(b) to (d) Promoting production and export of processed foods is one of the main objectives of this Ministry. As an ongoing activity, Government has taken several steps to increase the production and export of processed foods. These include delicensing subject to locational criteria, except for beer and potable alcohol and items reserved for small scale sector, automatic approval for foreign equity collaboration upto 51 per cent (100 per cent in the case of NRIs and OBCs predominantly owned by NRIs), reduction|removal of Union Excise duties on certain food products, glass containers etc., Union Customs duty on plant and machinery and for projects import etc. Several concessions are also available for setting up 100 per cent Export Oriented Units and units in Export Processing Zones. In addition, this Ministry has formulated several developmental schemes wherein assistance is provided for setting up infrastructural facilities such as cold storages etc, R&D for processing and packagng technologies, assistance for setting up food proccessing units etc.

Advertisements made by the Ministry

4042. SHRI SUBRAMANIAN SWAMY: Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state:

(a) whether his Ministry had issued advertisements in certain Newspapers regarding F.P.O.;

(b) what are the details of media covered and advertisement expenditure;

(c) what is the total advertising budget of the Ministry;

(d) what criteria were followed for selection of Newspapers, periodicals for issuing of advertisements; and

(e) the benefits derived by Government from such advertisements?

THE MINISTER OF STATE OF THE MINISTRY OF FOOD PROCESSING INDUSTRIES (SHRI GIRIDHAR GOMANGO): (a) Yes, Sir.

(b) The advertisements were issued in the press, and an expenditure of Rs. 37,75,516/- was incurred in 1991-92.

(c) The budget allocation for 1992-93 under the scheme for generic advertising on processed foods and providing marketing assistance was Rs. 1.5 crores.

(d) Newspapers and periodicals were identified on the basis of cost per thousand readers reached in the target group which consists of females in the age group 24-34 with a monthly income above Rs. 35000/- p.m. in urban areas.

(e) The compaign seeks to promote the FPO symbol as a mark of quality and to provide generic promotion of processed foods as foods that are convenient, hygenic, nutritious and available off season in order to increase the demand for and production of processed foods which would lead to higher off-take of farm produce and higher farm income.